

**ANIES BASWEDAN'S SYMBOLIC REPRESENTATION IN
K-POP-BASED ONLINE CAMPAIGNING ON X**



ADINDA MAULIDYA NINGGAR

1209621026

An Undergraduate Thesis Submitted in Partial Fulfilment of Obtaining a
Bachelor's Degree in English Literature

ENGLISH LITERATURE STUDY PROGRAMME

FACULTY OF LANGUAGE AND ART

UNIVERSITAS NEGERI JAKARTA

JULY 2025

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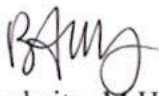
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Nama : Adinda Maulidya Ninggar
No. Registrasi : 1209621026
Program Studi : Sastra Inggris
Fakultas : Bahasa dan Seni
Judul Skripsi : *Anies Baswedan's Symbolic Representation in K-pop-based Online Campaigning on X*

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Dewan Penguji

Ketua Penguji



Nurbaity, M.Hum.
NIDN. 0022109004

Pembimbing I



Prof. Eva Leiliyanti, Ph.D.
NIP. 197605052002122002

Pembimbing II



Narita Pratiwi, M.Hum.
NIP. 199406192024062002

Penguji Ahli Materi



Nurul Adha Kurniati, M.Hum.
NIP. 199305292019032021

Penguji Ahli Metodologi



Narita Pratiwi, M.Hum.
NIP. 199406192024062002

Jakarta, 30 Juli 2025

Dekan Fakultas Bahasa dan Seni



Dr. Samsi Setiadi, M.Pd.
NIP. 197710082005011002

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NIM : 1209621026
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ABSTRAK

Ninggar, Adinda Maulidya. 2025. *Anies Baswedan's Symbolic Representation in K-pop-based Online Campaigning on X*. Skripsi: Jakarta, Indonesia. Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini menganalisis transformasi disposisi politik Anies Baswedan melalui representasi simbolik berbasis budaya fandom K-pop yang dilakukan oleh akun @aniesbubble di platform X selama periode kampanye pemilu presiden 2024 (30 Desember 2023 – 10 Februari 2024). Penelitian ini menggunakan metode penelitian studi kasus dengan teori Multimodal Discourse Analysis milik Kress & van Leeuwen, Transitivity milik Halliday, serta Habitus milik Bourdieu. Hasil analisis terhadap 78 tweet menunjukkan dominasi Material Process yang menggambarkan Anies sebagai sosok yang performatif, sesuai dengan konsep *symbolic representation* yang menampilkan Anies sebagai figur idol K-pop. Analisis visual memperlihatkan adanya *fan service*, emoji, serta atribut K-pop lainnya yang semakin menegaskan representasi Anies sebagai idol K-pop. Transformasi ini sangat kontras dengan citra Anies pada Pilkada DKI 2017 yang terkesan eksklusif, kini menjadi figur yang lebih inklusif dan relevan bagi pemilih muda. Penelitian ini membuktikan bahwa penerapan budaya fandom K-pop dalam kampanye dapat mendukung transformasi disposisi politik, serta menunjukkan bahwa budaya populer dapat digunakan sebagai strategi kampanye politik di era modern.

Kata kunci: representasi simbolik, multimodal discourse analysis, disposisi politik, habitus, budaya fandom K-pop.



ABSTRACT

Ninggar, Adinda Maulidya. 2025. *Anies Baswedan's Symbolic Representation in K-pop-based Online Campaigning on X*. A Thesis: Jakarta, Indonesia. English Literature Study Programme, Faculty of Languages and Arts, Universitas Negeri Jakarta.

This study analysed the transformation of Anies Baswedan's political disposition through cultural K-pop fandom-based symbolic representation carried out by the @aniesbubble account on the X platform during the 2024 presidential election campaign period (30 December 2023 – 10 February 2024). To explore this transformation, the study employed a case study research method, drawing on Multimodal Discourse Analysis theory (Kress & van Leeuwen), Halliday's transitivity system, and Bourdieu's theories of habitus. An analysis of 78 tweets revealed a dominance of material processes that depict Anies as a performative figure, aligning with the concept of symbolic representation and portraying him as a K-pop idol. Furthermore, the visual analysis unveiled elements of fan service, emojis, and other attributes associated with K-pop, further reinforcing Anies' representation in this light. This transformation is sharply contrasted with Anies' image during the 2017 Jakarta gubernatorial election, which initially appeared exclusive. In contrast, he is now a more inclusive and relevant figure for young voters. This study ultimately demonstrated that incorporating K-pop fandom culture into political campaigns could indeed lead to a significant shift in political perceptions. It emphasised, therefore, that popular culture could be strategically leveraged as an effective tool in modern political campaigning.

Keywords: symbolic representation, multimodal discourse analysis, political disposition, habitus, K-pop fandom culture.

ACKNOWLEDGMENT

In the name of Allah, the Most Gracious, the Most Merciful, I express my gratitude for the strength, patience, and knowledge that has enabled me to complete this thesis. My journey as an English literature student comes to an end here, but I recognise that there is still much to learn. This thesis marks not the end but rather a continuation of my learning journey. I am thankful for the remarkable opportunity to learn, not only through books but also through experiences, challenges, people, and moments that shaped my growth over the past four years. I have countless individuals to whom I owe my sincerest thanks:

1. To my parents, thank you for trusting me and I am very grateful for all your prayers and support, as well as everything you have given me.
2. To the Coordinator of the English Literature Study Programme, Dr. Ellita Permata Widjayanti, M.A., for her dedication in motivating students to complete the thesis.
3. To my supervisors, Prof. Eva Leiliyanti, Ph.D. and Ma'am Narita Pratiwi, M.Hum., thank you for all your guidance and support throughout my thesis journey.
4. To thesis examiners, Ma'am Nurbaity, M.Hum. and Miss Nurul Adha Kurniati, M.Hum., thank you for your valuable feedback, guidance, and encouragement throughout my thesis defense.
5. To my beloved Rafly, Sabila, Aulia, and Ray thank you for creating unforgettable memories with me. Thank you for listening to all my thoughts and for simply being there when I needed it most.

6. To Olyn and Mutia, thank you for being with me through the ups and downs of this thesis journey. I'm deeply grateful for all the support and long days we spent together. In the end, our hard work truly paid off. I hope our paths will cross again in the future.
7. Lastly, to myself. Thank you for having the courage to complete this big step and for the hard work to reach this point. Thank you for your resilience and for never giving up even when it was difficult.

Jakarta, July 7th, 2025



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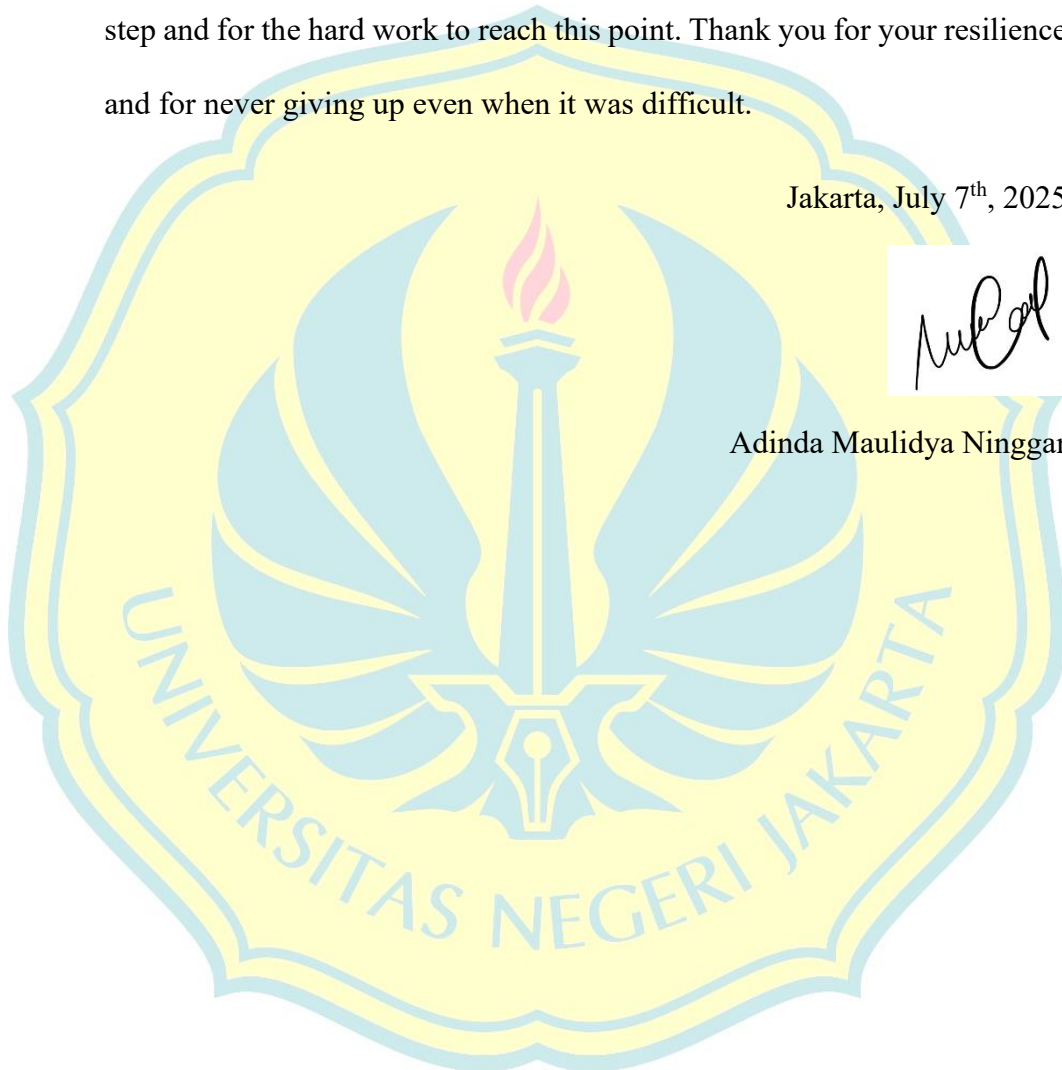


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